

WHAT IS CLAIMED IS:

1. A liquid detergent composition, said composition comprising:
  - a) an anionic surfactant;
  - b) a solvent; and
  - c) fragrance materials, wherein a first portion of the fragrance materials are complexed with a complexing agent and a second portion are uncomplexed.
2. A liquid detergent composition according to claim 1, said composition comprising at least two fragrance materials, wherein a first portion of the fragrance materials are complexed and a second portion are uncomplexed, that when measured by the fragrance material endurance test, the concentration of fragrance material as measured by the peak area count is at least  $9 \times 10^6$  after 24 hours.
3. A liquid detergent composition according to claim 1, said composition comprising:
  - a) an anionic surfactant;
  - b) a solvent; and
  - c) fragrance materials, wherein a first portion of the fragrance materials are complexed with water-soluble cyclodextrin molecules and a second portion are uncomplexed.
4. A liquid detergent composition according to claim 1, said composition comprising an at least two fragrance materials, wherein a first portion of the fragrance materials are complexed with water-soluble cyclodextrin molecules and a second portion are uncomplexed; that when measured by the fragrance material endurance test, the concentration of fragrance material as measured by the peak area count is at least  $9 \times 10^6$  after 24 hours.
5. A liquid detergent composition according to claim 2 wherein the concentration of fragrance material as measured by the peak area count is at least  $15 \times 10^6$  after 24 hours.
6. A liquid detergent composition according to claim 2 wherein the concentration of a fragrance material as measured by the peak area count is at least  $5 \times 10^6$  after 48 hours.
7. A liquid detergent composition according to claim 2 wherein the concentration of fragrance material as measured by the peak area count is at least  $5 \times 10^6$  after 72 hours.

8. A liquid detergent composition according to claim 1 wherein the fragrance materials comprise odor neutralizers capable of forming a Schiff base when reacted with an amine.
9. A liquid detergent composition according to claim 1, comprising from about 0.01% to about 5%, preferably from about 0.05% to about 4% of, more preferably from about 0.1% to about 3% of the water-soluble cyclodextrin molecules.
10. A liquid detergent composition according to claim 1, comprising from about 0.005% to about 3% of the, preferably from about 0.01% to about 2.0% of, more preferably from about 0.02% to about 1.0% of fragrance materials.
11. A liquid detergent composition according to claim 1, suitable for use in hand dishwashing wherein the detergent composition further comprises an amphoteric surfactant, a low molecular weight, malodor-generating organic diamine having a pK1 and a pK2, wherein the pK1 and the pK2 of said diamine are both in the range of from about 8.0 to about 11.5 and wherein the mole ratio of said anionic surfactant to said amphoteric surfactant to said diamine is from about 100:40:1 to about 9:0.5:1 and wherein the composition has a pH of from about 8.5 to about 12.
12. A liquid detergent composition according to claim 1 wherein the detergent composition further comprises nitrogenous compounds in which the amine is present as an impurity at a level of at least 1 ppm of the nitrogenous compounds.
13. A liquid detergent composition according to claim 1 wherein the detergent composition further comprises a nitrogen-containing polymer or a nitrogen-containing surfactant, wherein the nitrogen-containing surfactant is selected from the group consisting of amine oxides, amphoteric surfactants, glucose amides, and mixtures thereof and the amine is present as an impurity at a level of at least 1 ppm of the nitrogen-containing surfactants and the nitrogen-containing polymers.
14. A liquid detergent composition according to claim 1, wherein the detergent composition further comprises from about 0.01% to about 10%, preferably from about 0.05% to about 5% of fragrance materials having a ClogP value of  $\leq 3$ .

15. A liquid detergent composition according to claim 1 wherein the water-soluble cyclodextrin molecules have a cavity of volume of from about  $65 \text{ \AA}^3$  to about  $210 \text{ \AA}^3$ .
16. A liquid detergent composition according to claim 1, wherein the detergent composition further comprises from about 0.075% to about 1% of fragrance materials having a ClogP value of  $\leq 3$ .
17. A liquid detergent composition according to claim 1 wherein the water-soluble cyclodextrin molecules are selected from the group consisting of derivatised beta-cyclodextrins, alpha-cyclodextrin and its derivatives, gamma-cyclodextrin and its derivatives, and mixtures thereof.
18. A liquid detergent composition according to claim 11 wherein the cyclodextrin derivatives are selected from the group consisting of methyl substituted cyclodextrins, ethyl substituted cyclodextrins, hydroxyl alkyl substituted cyclodextrins, branched cyclodextrins, cationic cyclodextrins, quaternary ammonium cyclodextrins, anionic cyclodextrins, amphoteric cyclodextrins, cyclodextrins wherein at least one glucopyranose unit has a 3-6-anhydro-cyclomalto structure, and mixtures thereof.
19. A liquid detergent composition according to claim 11 wherein the cyclodextrin is selected from the group consisting of alpha-cyclodextrin, methylated alpha-cyclodextrin, methylated beta-cyclodextrin, hydroxyethyl alpha-cyclodextrin, hydroxyethyl beta-cyclodextrin, hydroxypropyl alpha-cyclodextrin, hydroxypropyl beta-cyclodextrin, and mixtures thereof.
20. A liquid detergent composition according to claim 1 wherein the water-soluble cyclodextrin molecules have a water solubility of  $\geq 10 \text{ g/100 ml}$ .
21. A liquid detergent composition according to claim 1 wherein the water-soluble cyclodextrin molecules have a water solubility of  $\geq 25 \text{ g/100 ml}$ .
22. A liquid detergent composition according to claim 1 wherein up to about 75% of the first portion of the fragrance materials have a ClogP of  $\geq 3$ .

23. A liquid detergent composition according to claim 1 wherein up to about 75% of the first portion of the fragrance materials have a ClogP of  $\leq 3$ .
24. A liquid detergent composition according to claim 1 which is suitable for hand dishwashing and further comprises an amine having a pKa of greater than 8.0 and wherein the composition has a pH of from about 8.5 to about 12.
25. A liquid detergent composition according to claim 1 which is suitable for hand dishwashing wherein the composition contains less than about 0.5 % of hydrogen peroxide.
26. A liquid detergent composition according to claim 1 wherein the molar ratio of the fragrance materials to the water-soluble cyclodextrin is preferably from about 4:1 to about 1:4, more preferably from about 1.5:1 to about 1:2, most preferably from about 1:1 to about 1:1.5.
27. A liquid detergent composition according to claim 1 wherein the odor neutralizer comprises an aldehyde selected from the group consisting of Muguet aldehydes, Citrus aldehydes, Ozone aldehydes, Aquatic aldehydes, Green Aldehydes and mixtures thereof.
28. A liquid detergent composition according to claim 1 comprising from about 0.01% to about 5%, preferably from about 0.05% to about 4% of, more preferably from about 0.1% to about 3% of the water-soluble cyclodextrin molecules, wherein the water-soluble cyclodextrin molecules are comprised of two or more cyclodextrin or cyclodextrin-derivatives species.
29. A process for forming an aqueous liquid detergent composition comprising the steps of :
- (i) forming a complexing mixture of fragrance materials, water-soluble cyclodextrin molecules and propylene glycol; and
  - (ii) adding the complexing mixture to a solution comprising an anionic surfactant and a solvent.